



**ADRIENNE B. MYERS**  
GRAPHIC DESIGN



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abmyersdesign.com



## EDUCATION

- University of Memphis (2003)  
Bachelors of Fine Art:  
Graphic Design  
3.25 GPA / Cum Laude
- Bartlett High School (1996)  
3.0 GPA

References available  
upon request.

View my portfolio at:  
[www.abmyersdesign.com](http://www.abmyersdesign.com)



## EXPERIENCE

### **ALSAC/St. Jude Children's Research Hospital®**

*Digital Designer | Nov. 2020 – present | Memphis, TN*

- Design landing pages, social media graphics, email graphics, text messages, and digital advertisements for organizational campaigns
- Collaborate with campaign teams to strategize, execute and deliver impactful and conversion-driven digital experiences.
- Plan, conduct and analyze A/B tests for email, social media and advertising digital assets
- Research, design and implement from UX/UI tests
- Balance and interpret visual assets and messaging to communicate a campaign's primary goals.

*Graphic Design Specialist - Merchandise Marketing | Mar. 2017 – Nov. 2020 | Memphis, TN*

- Collaborated with other ALSAC and vendor designers to create on-brand and cost-effective designs for our merchandise goods.
- Collaborated with our digital email team with brainstorming, developing and executing bi-weekly email themed promotions and create coordinating website graphics on our gift shop site.
- Worked closely with the merchandise team and marketing in developing bi-yearly catalogs; as well as supporting strategic campaign collateral. Skills include:
  - Theme brainstorm, design development and layout
  - Print production and on-site printer press checks
  - Photography styling and image processing/composing
  - Copy writing and proofing
  - Working with marketing to plan where we can insert the merchandise program into other programs and marketing efforts to maximize organizational budgets, abilities and donor audiences.
- Directed regular photoshoots to capture merchandise and assets for email and social media efforts.
- Set up products for gift shop website; including, processing and loading web-ready images and writing product descriptions.
- Designed landing pages using the new Salesforce feature, Page Designer. Using HTML, CSS and the drag-and-drop features.

### **Fisher Arnold**

*Marketing Manager | Nov. 2015 – Mar. 2017 | Memphis, TN*

- Leading a team of designers with all marketing efforts including proposals, presentations, event hosting/planning, Cosential CRM database, advertisements, sponsorships, e-marketing and social media as well as internal communications.
- Spearheaded the development of new processes and procedures for in-house marketing efforts to increase efficiency and manage and track work loads.
- Developed the marketing budget as well as researched advertisement costs for each department and firm-wide.
- Planned and executed employee and client events



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## SKILLS

Adobe Illustrator



Adobe InDesign



Adobe Photoshop



Adobe AfterEffects



Adobe Premiere



Adobe Acrobat Pro



Adobe Animate

(Formerly Flash/Edge Animate)



Microsoft Word



Microsoft Excel



Microsoft PowerPoint



Microsoft Outlook



Microsoft OneNote



HTML



CSS



Proficient in Windows and  
Mac platforms.



## EXPERIENCE cont.

- Work closely with the Managing Directors and Managers to generate opportunities, manage relationships, track new potential clients and projects.
- Managing, created and authored e-marketing efforts such as press releases, news events, invitations and announcements.

### **Baker, Donelson, Bearman, Caldwell & Berkowitz, PC**

*Graphics Coordinator | Mar. 2012 – Oct. 2015 | Memphis, TN*

- Responsible for updating and coordinating all marketing and materials, such as brochures, stationery, signage, ads, display graphics, invitations, newsletters, alerts and web/digital buttons and t-shirt designs and graphics. Assisted and designed presentation animations, and Powerpoints for attorneys for court and for teaching purposes as well as presentations for marketing staff. Maintained and policed brand guidelines on all internal and external communications. Maintained and streamlined employee photo database for efficiency as well as research new marketing delivery methods, such as flipbook software, app development and Microsoft Sharepoint.

### **Joyce Signs, Inc**

*Senior Designer | Sept. 2003 – Mar. 2012 | Memphis, TN*

- Responsible for product development, project managing, supervising installations, supervising other designers, giving support and problem solving to all employees and involved in servicing products after completion of project.
- Developing a company's image through signage and architectural graphics. Creative solutions are achieved through meeting with client and discussing the company's needs and the look of their environment; then producing signage that meets that look, their time frame and budget. Project managing an assignment from start to finish and supervising installation. Meeting code requirements and participating in town Design Review Committee meetings.

### **Malco Theatres, Inc**

*General Manager-Trinity Commons | Apr. 1995 – Dec. 2002 | Memphis, TN*

- Management level customer service. General management duties of daily operations such as: inventory control, employee situations, hiring, termination, building and equipment maintenance, promotions, Reconciliation of moneys and deposits, daily & monthly reports.

### **Walt Disney World College Program**

*Quick Service Food Hostess | Aug. 1998 – Jan. 1999 | Orlando, FL*

- Attended several classes and seminars on business ethics, Disney company structure and shadowed Disney employees in the entertainment field.